

ORDER



Orders	Order / Rev:	6103615	Alt Order #:	06830030
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	10/09/12 - 10/15/12		
	Original Date / Rev:	06/27/12 / 10/09/12		
	Order Type:	GENERAL		
	Primary AE:	Amy McCreary		
	Sales Office:	BLPHI		
	Sales Region:	National		
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:			
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103		
	Billing Type:	Cash		
	Billing Calendar:	Broadcast		
	Billing Cycle:	EOM/EOC		
	Agency Commission:	15%		
Advertiser	Name:	Berkley, Shelley for Senate - Revised		
	Demographic:	A25-54		
	Product Codes:	PLC01		
	Priority:	SELECT PRIORITY CODE		
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		
	New Business Thru:			
	Order Separation:	00:05:00		
	Advertiser External ID:			
	Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	114	\$43,975.00	\$37,378.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$43,975.00	\$37,378.75	0.00
Totals	114	\$43,975.00	\$37,378.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$43,975.00
Market	100%	\$219,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$70,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$46,173.75
KTUD	0%	\$0.00
KVVU	25%	\$54,968.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,397.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner	M	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 10/08/12	10/14/12	-TWT---		4				\$50.00		0.00			

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagn&M		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM		4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWT--- 4 \$50.00 0.00															
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagn&M		430a-5a	M-----	:30	1	\$50.003	0.00	NM		1	\$50.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagn&M		5-6a	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagn&M		5-6a	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagn&M		6-7a	-TWTF--	:30	8	\$300.003	0.00	NM		8	\$2,400.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagn&M		6-7a	M-----	:30	2	\$300.003	0.00	NM		2	\$600.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/15/12	10/15/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM		3	\$1,200.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/09/12	10/12/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM		12	\$4,800.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/09/12	10/12/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/15/12	10/15/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
E 13	KSNV	10/09/12	10/12/12	Dr. Phil	CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
Dr. Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 10/14/12 -TWTF-- 4 \$200.00 0.00															
E 14	KSNV	10/15/12	10/15/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
Dr. Phil															
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 10/21/12 M----- 1 \$200.00 0.00															
E 15	KSNV	10/15/12	10/15/12		CM	4-5pm	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$300.00		0.00			
E 16	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm				-TWTF--		:30	4	\$300.003	0.00 NM
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$300.00		0.00			
E 17	KSNV	10/09/12	10/12/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm				-TWTF--		:30	4	\$300.003	0.00 NM
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		4				\$300.00		0.00			
E 18	KSNV	10/15/12	10/15/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm				M-----		:30	1	\$300.003	0.00 NM
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$300.00		0.00			
E 19	KSNV	10/15/12	10/15/12	M-F Early News	CM	5-630p				M-----		:30	2	\$450.003	0.00 NM
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		2				\$450.00		0.00			
E 20	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p				-TWTF--		:30	8	\$450.003	0.00 NM
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		8				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u> <u>Type</u>
3	KSNV	10/08/12-10/14/12	M-F Early News		5-630p					-TWThF----		:30	(\$450.00)	0.00	NM
				Credited [credit]											
7	KSNV	10/08/12-10/14/12	M-F Early News		5-630p					-TWThF----		:30	(\$450.00)	0.00	NM
				Credited [credit]											
E 21	KSNV	10/09/12	10/12/12	Face to Face/Ralston Rep	CM	730-758pm				-TW-F--		:30	2	\$225.003	0.00 NM
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TW-F--		2				\$225.00		0.00			
E 22	KSNV	10/15/12	10/15/12	Face to Face/Ralston Rep	CM	730-758pm				M-----		:30	1	\$225.003	0.00 NM
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$225.00		0.00			
E 23	KSNV	10/13/12	10/13/12	Vegas Inc.	CM	6:30-8pm				-----S-		:30	1	\$150.003	0.00 NM
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$150.00		0.00			
E 24	KSNV	10/15/12	10/15/12	M-F Jeop/Wheel	CM	630-730pm				M-----		:30	1	\$400.003	0.00 NM
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$400.00		0.00			
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Wh	CM	630-730pm				-----S-		:30	2	\$250.003	0.00 NM
				WKND Jeop/Wheel											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		2				\$250.00		0.00			

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

Order / Rev: 103615
Alt Order #: 06830030
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-TWTF--		8	\$500.00								
Spot	Ch	Date Range		Description		Start/End Time									
1	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
2	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
3	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
4	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
5	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
6	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
7	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
8	KSNV	10/08/12-10/14/12	The Tonight Show			1135p-1237a									
		See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16		[.NOT AVAILABLE RATE]											
9	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
10	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
11	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
12	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
13	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
14	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
15	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											
16	KSNV	10/09/12-10/12/12	The Tonight Show			1135p-1237a									
(1)		MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		[Revised Rate To Reinstate]											

E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM	4	\$1,700.00	
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	-TWTF--		4	\$425.00								
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM	1	\$425.00	

Order / Rev: 103615 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06830030 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 10/09/12 - 10/15/12 Estimate: 30S

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----			1	\$425.00			0.00						
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven			11pm-1135pm		-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
NEWS																	
E 39	KSNV	10/13/12	10/13/12	Saturday Today Saturday Today		CM	7a-9am		-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
SAT TODAY																	
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY		CM	6a-7a		-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
NEWS																	
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY News 3 Today - SAT		CM	9am-930am		-----S-	:30	1	\$200.003	0.00	NM		1	\$200.00
NEWS																	
E 42	KSNV	10/14/12	10/14/12	Sunday Today Sunday Today		CM	7a-8am		-----S	:30	2	\$350.003	0.00	NM		2	\$700.00
SUN TODAY																	
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live Saturday Night Live		CM	1130pm-1:02am		-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
SNL																	
N 44	KSNV	10/09/12	10/12/12	M-F Early News M-F Early News		CM	5-630p		-TWTF--	:30	2	\$1,200.001	0.00	NM		2	\$2,400.00
NEWS																	
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon Late Night w/Fallon		CM	1237a-136am		-TWTF--	:30	2	\$250.001	0.00	NM		2	\$500.00
FALLON																	
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm The Agenda 1230pm		CM	1230-1p		-TWTF--	:30	4	\$325.001	0.00	NM		4	\$1,300.00
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm The Agenda 1230pm		CM	1230-1p		M-----	:30	1	\$325.001	0.00	NM		1	\$325.00
N 48	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune		CM	630-730pm		--W-F--	:30	2	\$1,300.001	0.00	NM		2	\$2,600.00
N 49	KSNV	10/10/12	10/12/12	The Agenda 1230pm The Agenda 1230pm		CM	1230-1p		--WTF--	:30	1	\$325.001	0.00	NM		1	\$325.00
N 50	KSNV	10/10/12	10/12/12	Late Night w/Fallon		CM	1236a-136am		--WTF--	:30	2	\$250.001	0.00	NM		2	\$500.00

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code Late Night w/Fallon	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		2	\$250.00		0.00						
														Totals	114 \$43,975.00